

"IT PAYS TO ADVERTISE"  
Watch for further details.  
The Coleman Players.

# THE COLEMAN JOURNAL

PUBLISHED IN THE PREMIER COAL MINING CENTRE OF THE CROW'S NEST PASS.

Find the Cream of the  
Ladies' Special Offers!

Coleman, Alberta, Thursday, April 9, 1931

\$2 per year, single copy 5c

## Police Capture Thief Six Months Later

Vigilance is Rewarded and Effective Work in Tracking Movement of Burglar Brings Arrest

My object all sublime,  
I will achieve in time,  
To let the punishment fit the crime,

The punishment fit the crime.

Well might this illustrate the discovery of the thief who over six months ago broke into Coleman Hardware Co. store and stole various articles, including two small rifles. The police were unable at the time to secure direct evidence, though they had a young man under suspicion. He later moved to Lethbridge, but was kept under observation by the police, unknown to himself, of course. Subsequent to some of the stolen article's appeared, two of which were offered to a pawnshop. This proved the clue which the police had been looking for.

A search warrant was soon obtained, and additional proof of the burglary in Coleman was secured. W. Dutil, proprietor of the store was able to positively identify the stolen goods.

The thief, named John Thomas Rodier, was brought to Coleman for trial before Magistrate Gresham, and given six months hard labor in Lethbridge jail.

## Thefts From Railroad Box Cars

Investigation is proceeding this week of the theft from box cars on the C. P. R. here. Officials of the investigation department of the company traced two cars as having been broken into at Coleman. These cars were on the way freight from Calgary to Cranbrook. By one officer working from Lethbridge and another from Cranbrook, direct evidence was eventually obtained to prove the cars were broken into in the yards here. To climax the investigation, as one of the officers was looking around the yards on Wednesday morning, he met two young lad carrying off some of the goods which had been stolen, and which had been cached in the coke ovens.

Other evidence was obtained from boys who had received some of the stolen goods, consisting of chocolate bars and candies. Acting in co-operation with Constable Houghton, the parents of the boys were visited, and it is likely they will appear for trial in the juvenile court.

Friday

## CANADA ON PARADE

**QUEST ARTIST**  
Celebrated French Vocalist  
M. LOUIS MUSY

**GENERAL MOTORS CONCERT ORCHESTRA**  
under Dr. Donald McMillan and Mr. Raymond Stewart

G. M. CADETS  
Smartly dressed Cadets under Lt. Col. Ronald

**THE "LITTLE THEATER" PLAYERS**  
in "The Bachelor Riche"

**ALL-CANADIAN SINGERS**  
under Dr. Donald McMillan, Fred Gray and Lawrence DePey

**THE BYTOWN TROUBADOURS**  
Grand Finale  
Orchestra and Vocals  
"The Angel Chorus"

TUNE IN  
9-10 p.m.  
CJCB—Sydney  
CFCY—Charlottetown  
CFNB—Fredericton  
CFCR—St. John  
CHRC—Montreal  
CJAC—Montreal  
CNRO—Ottawa  
CPLC—Prescott  
CKGW—Toronto  
CKOC—Vancouver  
CJCL—London  
CSCB—North Bay  
CJCR—Ft. William  
CKXK—Regina  
CJCA—Edmonton  
CJLC—Calgary  
CJCH—Winnipeg  
CJXK—Brandon  
CJEX—Yorkton  
CJLB—Lethbridge  
CHNS—Halifax  
CFQC—Saskatoon  
WJR—Detroit

**A**CROSS the Dominion sweeps a wave of national enthusiasm. Canadians are striking forward on the rising tide of a fresh prosperity. General Motors of Canada, Limited, pays tribute to the "Forward Look" movement with "Canada on Parade", a radio show every Friday evening, typifying the spirit of Canada's progress.

Listen for "Canada on Parade", the catchy signature song of the series. Buy the sheet music at your music store, or write to your favorite radio station for an introductory free copy.

Forward with Canada . . . Be Confident

## Interest Increasing in Play "It Pays to Advertise!"

Frank H. Graham, F. G. Creegan and Mrs. Alex. Cornett are the committee on ticket selling for the play—"It Pays to Advertise!" to be presented in the Opera house on Friday, April 24, sponsored by the vestry of St. Albian's church. Reserved seats are now on sale at Rushton's store. Persons having general admission tickets may exchange them for reserved by paying an additional 25¢ at Rushton's store. Reserved seats should be purchased early, as the plan will in all probability be sold before the opening of the performance. A matinee for children only will be held at the close of school.

## Car Smashes on Sunday

Hugh Dunlop, driving a Pontiac car, ran off the highway into the ditch near Burnis on Sunday afternoon, completely turning over the car, which righted itself on its wheels, smashing the glass and one of the wheels. None of the passengers were injured beyond a shaking up.

Joe Urlich, also driving a Pontiac, ran into the ditch between Coleman and Blairmore, breaking off his steering wheel, smashing windows and badly damaging the framework. Five passengers were in the car, all escaping injury.

## It's The Law

People laughed when they read an Associated Press dispatch the other day from Boston telling of an old farmer who drove into the city of culture with his horse and buggy, walked into the leading hotel, registered and asked the clerk to look after his horse. The clerk argued, but the old farmer said: "It's the law." And so it was the law, and a place was found in a nearby garage for Dobbin.

Strange as it may now seem, the same sort of law is still on the statute books in British Columbia. Hotels must make provision for both man and beast. Therefore, if a farmer from St. Mary's prairie, for instance, should drive into Cranbrook and hitch his horses in front of the Cranbrook Hotel or the Mount Baker Hotel and go in and register, he could demand of George Smith or Teddy Clauson that his steed be also taken care of. "It's the law."—Cranbrook Courier.

Mrs. J. Parkinson has been seriously ill, the cause being hemorrhages of the lungs. Her condition caused her husband and friends great anxiety.

## Kid Hughes Wins C.N.P. Championship

### Boxing Card Last Night at Opera House Gave Fans a "Kick"—Coleman Challenger Surprises

Kid Hughes, junior walter weight champion for Alberta, was given the decision over "Cyclone" Russell in a ten-round bout for the championship of the Crow's Nest Pass. Hughes weight was 140; Russell 160. Russell has longer reach than Hughes, therefore was able to hold Hughes off. It was a good bout; Russell made a good showing, considering it was his first appearance in public. The boys were given a generous round of applause, and fought a clean battle. The support among the fans appeared to be about 50-50.

In the semi-final Kid Winters of Drumheller and Ivor Bolt of Coleman put up a spirited three round contest. Bolt, the Coleman blacksmith, originally from South Wales, had the advantage in weight, 140 lbs, against Winters 128, but it was a very even go, and the boys certainly wedged in without mercy to each other. It was the peppiest bout of the evening. Kid Winters was given the decision. He is the challenger for the provincial feather weight championship.

In the preliminaries Ubrin and Ukrainitz, two Blairmore boys, gave the fans a treat. Ukrainitz won. They were in deadly earnest, and some were of the opinion they were the scrappiest gladiators of the evening.

Max Eberts of Michel filled in with a three round go against Jimmy Anderson of Coleman, the latter being given the decision. They put up a good competition, many being of the opinion they outdid the Blairmore boys.

Terry McGovern and Dick Hughes of Michel and Natal, gave a three rounds exhibition. McGovern taking the place of Garrett, of Coleman, whom Hughes did not feel equal to tackle owing to Garrett's advantage in weight.

The younger boys amused the fans. Tony DeCecco and Eladio Salvador can always be counted on to make an even tussle, and the boys did well. DeCecco was given the decision in a three-round bout.

Willy Hatfield and Roy Garrett, juveniles, boxed three rounds, and proved themselves dead-game sports, putting up a good exhibition of the manly art for their age.

Big Bill Burrows referred the preliminaries, and Danny Lewis of Blairmore the main bout and the semi-final.

Frank Barrington, Coleman, and Roy Tabor, Michel, were the promoters.

## OUR QUESTION BOX

The answer to last week's question was correctly given by five who replied, the highest navigable lake in the world being Lake Titicaca, situated partly in Bolivia and partly in Peru. It is about the size of Lake Ontario and is 11,800 feet above sea level.

Replies were received in the following order: Mary Hoyle, Betty Garner, Charles Maurer, Myrtle Johnston, David Jones of Grade VI. West Coleman, all being correct. Thomas Goldring gave Lake Superior as his answer. A year's subscription has been placed to the credit of Mary Hoyle.

This week's question is "Who was Schenckher?" In order to give everyone replying an even chance, the replies will be placed in a box, and the first correct answer drawn at 5 p.m. on Tuesday will be the winner. Send replies to or leave at The Journal. Mark "Contest" on envelope.

## District Deputy to Visit Mooseheart Legion

On Friday evening, April 10, at 9 p.m. Blairmore Chapter of the Women of Mooseheart Legion will be honored by a visit from district deputy grand record'r, Legionaire C. M. Walker. She is visiting all chapters. This is the first time a member of Canada has held this honor. She will give a class of instruction and a lecture on the aims and objects of the order. Legionaire Walker will arrive in Blairmore morning and will be the guest of honor at a social to be held at 8:30 p.m., in which all Moose members and Legionaires are cordially invited to attend. A special program has been arranged.

## Farewell Social by Masons

A number of members of the Masonic lodge met on Monday evening for a social gathering, and to make a farewell presentation to W. J. Burns, who is a past master of Summit Lodge. The presentation was made by A. F. Short, who referred to his many years of pleasant association with Mr. Burns. Others who spoke were R. F. Barnes, Sam Moore, Archie McCulloch, Arthur E. Graham, chairman, and H. T. Hallwell. A very appetizing lunch of "hot dogs" and strong coffee was served, and songs and choruses enlivened the evening till midnight. Mr. Burns intends leaving at the end of the week.

## Junior Red Cross in Coleman

The members of Cameronian branch, Junior Red Cross, wish to thank all who helped by giving magazines, Christmas seals and with contributions of eggs.

The branch has 47 members, and has received two banners for 100% membership. Since the beginning of the school year, 163 magazines and 80 packages of Christmas seals have been sold. \$25 has been sent to Red Cross headquarters and a case of 30 dozen eggs to the Coleman Junior Red Cross hospital.

The money in the bank at present amounts to \$1.80.

## ST. ALBAN'S CHURCH

Low Sunday, April 12—Sunday school 2 p.m., adult bible class 3 p.m., festive evensong and sermon 7 p.m.

The choir will sing the anthem "Awake thou that sleepest."

Harry Lewis is a cheerful soul, despite misfortunes heavy enough to try any man. Years ago while mining in British Columbia, he lost an eye; for a year he was in hospital here with a compound fracture of the leg, received in an accident in McGillivray mine, and as an unfortunate climax the sight of his remaining eye failed so that he is blind. Yet he takes it with a smile, and has not a word of complaint; truly an example of fortitude. He anticipates returning to Wales, having no relatives in Canada. His good Samaritan is Sebastian Alexander, who pilots him on his daily walks and attends to his creature comforts. The miners union officers it is reported are making arrangements for his return to his homeland.

The programme of the concert held on the occasion of the United church anniversary last week was as follows: Songs by Mrs. Ashbridge, Miss Irene James, Mr. Alf. Phillips; a recitation by Mrs. Holmes; duets by Mrs. Larke and Mrs. Allan, and Miss James and Mrs. Ashbridge; violin solos by Mr. Harris; selections by the male voice choir. Mr. James Fairhurst was chairman.

## Notes on Play "It Pays to Advertise!"

"Independent young son of soap king fighter father, and likes him too, by George! Down with monopoly... Hurrah for the people... down with the trust!"—Rodney Martin, portrayed by A. E. Graham.

"Rodney a business man? Ha! Ha! That's the funniest thing I ever heard of. You want to borrow five thousand? Sure! Here's ten!"—William Smith, portrayed by C. J. Devine.

"Maybe you think love is important? Piffle.... Advertising, my boy, the power of suggestion; the psychology of print. What made Anna Held?... Milk bath? What made Gaby Deville? A Portuguese prince?"—Ambrose Peale, portrayed by Sidney Short.

"The Committee said the American men were splendid but the women were all crazy and they could all go to... Blazie!... Marie. Portrayed by Alice McLintock.

"I'm a business woman! Even if your son did love me—I wouldn't marry him. Just now he's twenty-four, with an india rubber heart, easy to stretch and easy to snap back." (But she did)—Mary Grayson. Portrayed by Edith Hayson.

"I remember when I was a young man there was a girl... My heart was broken for a week—perhaps ten days. I went down to the club one night and got so tipsy.... However.... However...."—Cyrus Martin, portrayed by R. F. Barnes.

A sitting of the District Court of MacLeod was held yesterday in the council chamber, which was dignified for the occasion by laying a carpet. Judge McDonald presided and two applications for naturalization were heard, R. F. Barnes, barrister, appearing for the applicants.

## Coleman Male Voice Choir Won at Festival

Very Close Competition—Adjudicator Gives One Point in Coleman's Favor

Congratulations are in order to Coleman glee club, and the conductor, Mr. T. Edgar Robert. The competition at the musical festival at Blairmore between Coleman and Hillcrest men's choirs was very close, as the award of one point above Hillcrest indicates.

It is the general opinion that had Coleman not switched its choice of test pieces at the last moment, they would have won by a wider margin. However, it is very gratifying to learn of their success, as it is the first time for many years that a male voice choir from Coleman has appeared in competition.

## Local News

Mrs. Wilson and Violet were visitors to Lethbridge.

Mr. and Mrs. A. F. Short and children motored to Calgary.

Mrs. G. R. Powell was taken seriously ill last evening.

Mrs. Roddy McLeod is visiting friends at Red Deer.

The Misses Emily Greenhalgh and Dora Burrows have left to teach school in Edmonton district.

Mr. and Mrs. J. A. McLeod and children motored to Edmonton and Sylvan Lake for a few days with friends.

Jimmy Joyce, who made such a splendid record as left defence man on Coleman Canadian Hockey team, is taking up residence in Coleman. He is working for the International Co. This will be good news to the hockey fans, who admired Jimmy's solo rushes in his play on the team here.

## LEDIEU, KLEYKO CO. Phone 232 - Ouimette Block

## Specials

Good Only for April 10, 11 and 13

### Fruit Combination

Ardona brand, Australian pack, choice quality, size 2's, Peaches, Pears and Apricots 3 tins for 65c

Delmonte Sliced Pineapples, 1's, 2 tins for	45c
Canned Grapefruit, 2's, 2 tins for	55c
Lunch Tongue, 1's, per tin	30c
Dried Prunes, 4 pound packets, each	40c
Glacier Sardines in Olive Oil, good quality, 3 tins	30c
Connors, Herrings in Tomato Sauce, 2 tins for	35c
Palm Cocoanut, per pound	20c
Ginger Snaps, fresh stock, 2 lbs for	25c
Green Beans, Orchard City, 2's, 3 tins for	50c

Fresh Fruits and Vegetables in Season at Reasonable Prices

### Extra Special

2 tins of Tomatoes and 2 tins of Peas, ALL FOR 45c

QUALITY - SERVICE - LOW PRICES



## GRAIN FUTURES SALES WILL BE INVESTIGATED

Ottawa, Ont.—Does the sale of grain futures operate to the detriment of the producer? This was the "simple, single question" which Sir Josiah Stamp, and his colleagues will be asked to determine, Premier Bennett announced in the House of Commons. Sir Josiah, eminent Liberal economist, consented to act as chairman of the commission to conduct this inquiry, at considerable inconvenience to himself.

The government had taken the view that there had been such sharp differences of opinion on this contentious issue in this country as to the desirability of maintaining markets for the sale of futures in Canada, that it was thought best to secure the services of some one entirely removed from the scene of these conflicts of opinion, Mr. Bennett decided. Hence Sir Josiah had been asked to head the inquiry and had consented.

Two other commissioners will complete the board, one selected by the governments of the prairie provinces, and the other to represent the grain exchanges. They will be selected very soon.

The commission will, in all probability, hold open hearings in Winnipeg, and possibly in other centres in the west, Hon. Robert Weir, Minister of Agriculture, stated. The minister explained that the commission would be given a free hand but as it was deemed to get all the information possible and also desirous to hear representatives of all interests affected, open hearings would no doubt be decided upon as the most expedient. The government could destroy any light on the problem should be heard.

Expectation is that the investigation will be completed and the report made public in time to guide in the marketing of the next crop. Mr. Weir viewed with favor the International wheat conference to be held in London, England, in May. "All the information we can get on the subject is to the good," he said.

Council will be selected to represent the government, the grain exchanges and the producers, according to present plans.

## Immigration Restricted

### Government Policy Has Helped To Solve Unemployment Problem

Ottawa, Ont.—The government's policy of restricted immigration has materially helped to solve the unemployment problem in the last six months, and has reduced the number of arrivals of new citizens by 55 per cent. over the corresponding period of the previous year, according to Hon. W. A. Gordon, Minister of Immigration and Colonization.

He also pointed out that in the first 11 months of the last fiscal year which ended Tuesday, March 31, 28,728 young Canadian men and women who were resident of the United States, had returned to Canada.

For 11 months of the fiscal year which ended Tuesday, March 31, 85,810 persons entered the Dominion as compared with 148,712 in the corresponding period of the previous year.

Total number of jobless men placed on farms by the Land Settlement branch of the immigration department numbers 2,300 to the end of February, 1931.

## Will Seek Information

### Members Of Co-Operative Wholesale Society Of Great Britain Are Here As Observers

Toronto, Ont.—"We are merely in Canada as observers and have no opinions," said George W. Brooks, a director of the Co-Operative Wholesale Society of Great Britain, when interviewed by the press.

However, he provided details of the organization, which comprises 1,142 affiliated societies and 4,020,332 co-operative customers. The company's sales in 1930—its first year—totaled \$500,000, while in the year ending July, 1930, they amounted to \$550,000. Butter holds first place in turnover, sales totaling \$32,500,000, and is followed by flour, sugar, bacon and hams, and tea.

Overseas trade for the year 1930 amounted to \$6,500,000. In addition to this the organization purchased \$6,000,000 worth of grain from the Canadian Wheat Pool.

There have been reports that the society contemplated establishing a branch in Canada.

W. N. U. 1884

## Winners In Writing Contest

### Novel By Calgary Girl Carries Off Third Prize

Montreal.—A Dominion-wide contest in novel writing came to an end with the announcement that Raymond Knister, of Port Dover, Ontario, has been awarded first prize of \$2,500 for his winning manuscript. The book will be published by the sponsors of the contest, an Ottawa publishing company.

Second prize of \$1,500 went to Marcus Adeney, of Toronto, and Ella E. Wallis, of Calgary, won the third prize of \$1,000. All three books will be published in the near future.

Several manuscripts were thought to be of such merit that the contest judges recommended that they be published also. Included in this latter group were books by Laura Goodman Salverson, Fort Arthur, Ontario; Francis Owen, Edmonton; and Isobel E. Hendon, Winnipeg.

The object of the contest was to bring the views of the contestants to the attention of Canadians readers that 100 per cent. Canadian books rank as high as those published anywhere, and that there are many potential authors in the Dominion.

## U.S. Airplane Crash

### Knute Rockne, Notre Dame Football Coach, Is Killed

Bazaar, Kas.—Knute Rockne, Notre Dame football genius, plunged to his death with five fellow-passengers and two pilots on a Transcontinental and Western Air Inc. air liner in the mid-Kansas grazing country near here.

The plane California-bound from Kansas City, crashed on a farm, killing all eight occupants instantly. Witnessed the craft, flying through clouds and fog lost a wing in the air and landed to the ground like a crippled bird.

The body of Rockne was identified by W. L. White, son of William Allen White, of the Emporia Gazette. The famous coach boarded the plane just before its departure from Kansas City in mist and rain, at 9:15 a.m. He was bound for Hollywood to complete arrangements for making talkie pictures.

## Was Secretary To Royalty

### Lord Stamfordham Passes Away At Advanced Age

London, England.—Lord Stamfordham, secretary to royalty for the past 50 years and said to have possessed more state secrets than any other man, died recently. He was 81 years old.

Born Arthur Bigge, the son of a country vicar, Lord Stamfordham was a private secretary to Queen Victoria and at the time of his death was private secretary to the King. He was often referred to as "the man behind the throne."

On March 11, Lord Stamfordham underwent an operation but this resulted in little improvement in his condition.

The private secretary is survived by two daughters, the Hon. Mrs. Victoria Eugenie Adeane, and the Hon. Margaret Bigge. Lady Stamfordham died in 1922.

## Appointed Lieutenant-Governor

### Lt.-Col. Munro Receives Appointment For Saskatchewan

Ottawa, Ont.—Hugh Edwin Munro, M.D., O.B.E., of Saskatoon, has been appointed Lieutenant-Governor of the province of Saskatchewan. Appointment of the administrator was made by Premier R. B. Bennett. He succeeds Hon. H. W. Newlands. Dr. Munro is one of the "old timers" of the North West Territories and a prominent medical practitioner of Saskatoon. He has a distinguished war record.

Mr. Newlands retired from office on December 31, 1930. At that time Sir Frederick Haultain was appointed administrator of the province. Because of illness of Sir Frederick, an acting administrator was named, Mr. Justice J. T. Brown, of the Saskatchewan Court of King's Bench, now holding this post.

## Would Replace U.S. Grain

### Ontario's Grain Requirements May Be Supplied From West

Toronto, Ont.—Western Canada grain will replace those imported from the United States for use in Ontario if legislation is passed next year, following investigation now being made by the Department of Agriculture, under Col. Thomas Kennedy. The expected legislation will probably bind grain pools, elevators and feeders of the province in a co-operative arrangement.

## LAY PLANS FOR MARKETING OF THE WHEAT CROP

Rome, Italy.—The first steps were taken towards the orderly marketing of the world's next wheat crop. Representatives of Canada, the Argentine, Australia, Bulgaria, Hungary, India, Poland, Romania, the Soviet Union and Yugoslavia met to discuss preliminaries to the summoning of a formal conference where, it is hoped, a definite agreement will be reached for the sale of the 1931-32 crop.

It was upon the motion of Hon. G. Howard Ferguson, Canadian high commissioner in London, England, and the Dominion's chief delegate at the conference, that the production committee adopted the suggestion of a later conference to deal with marketing the crop which is to come. Mr. Ferguson's motion read, "That this conference, recognizing the importance of orderly marketing of the export surplus of wheat and being convinced the present low price of wheat on the world's market is a serious factor in the present economic depression, is of the opinion that it is desirable that delegates of countries exporting wheat should meet together as soon as possible to organize on an international basis the exportation of the crop of the year 1931-32."

The motion concluded by suggesting that the United States also be invited to take part in the discussion. One suggestion is that the deliberations should be held in Canada early next summer.

The proposed conference covers a broader field than was originally suggested. All the members of the wheat conference have proceeded so far that divisions of opinion have been revealed that anything like a general agreement among the 46 nations represented appears to be highly improbable. The gulf between the overseas countries and the European wheat-exporting countries seems to be wide.

The Danubian countries again sought tariff preferences in Europe for their wheat. But to this serious objection was again made and proposals involving rationing of production met with like objections. The overseas exporting countries discussed orderly marketing apart from the conference proper, and encountered so much success that approaches were made to the Dominion countries. They agreed to join a conference to be held next year, and the Soviet delegation did likewise, making their agreement, however, conditional on the approval of the Soviet Government.

It was agreed to call the formal motion in the wheat production committee by Canada's chief delegate. The committee approved the motion and representatives of all the producing countries concerned met to discuss the principles.

WILL Visit Canada

Washington, D.C.—Sir Ronald Lindsey, the British ambassador will visit Canada during the latter part of April. It is expected Sir Ronald, paying his first semi-official visit to the Dominion, will leave Washington about April 28, to go on to Ottawa, Toronto and Montreal.

Seeking New Record

Notre Dame, Wiltsire, Eng.—Lieutenant-Commander Glen Kidston, with Lieutenant C. C. Jones, and a wireless operator took off from here March 31, in an attempt to set a new air record from England to Capetown, South Africa.

## MINISTER TO CUBA



Sir John Joyce Broderick, newly appointed British minister to Cuba, is shown in this portrait. He was photographed when he sailed from New York for England, where he will enjoy a short vacation before taking up his new duties. He was formerly attached to the British embassy in Washington. He sailed March 14. Associated Press Photo.

## Reports Say Ottawa Plans Domestic Loan

### To Cover Obligations Maturing Within Two and a Half Years

Ottawa, Ont.—While there are many rumors of government financing to provide for large maturities within the next few years, no decision as to the plan to be adopted has been reached. Canada paid off her \$25,000,000 maturing in New York April 1, out of money raised last year. This loan was one of the first war loans, and was floated in 1916.

In respect to the very large obligations which will mature within the next two and a half years there has been no official pronouncement. These total more than a billion dollars. It is the general impression that the government proposes to utilize domestic resources and that a large loan will be floated in Canada.

Premier Bennett has the master in hand, and the policy of the government will be announced in due course.

## Look For Better Prices

### Believe Canadian Wheat Prices Due For A Rise Shortly

Toronto, Ont.—Belief that Canadian wheat prices are due for a rise shortly, was expressed by C. W. Peterson, of the Farm and Ranch Review, Calgary, Alberta, Europe, contended Mr. Peterson, who is visiting the city, could not continue to produce wheat at present prices and when they did advance their prices the Canadian price would also increase.

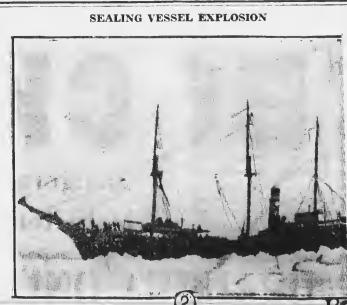
United States, he thought, would soon disappear from the wheat market and would become purely an importing country.

## Want Health Probe

### Urge Public Health Inquiry In Province of Manitoba

Winnipeg, Man.—Inquiry by a special select committee of the Manitoba legislature into matters of public health in the province was urged in the House recently by J. W. Pratt, Independent member for Birtle. His probe request was supported by Dr. Murdoch MacKay, Liberal, Springfield, Killarney. The question of state medical aid would have to be considered by the government within a short time, Dr. MacKay believed.

## SEALING VESSEL EXPLOSION



Twenty-one men are dead, and many injured as a result of the explosion supposed by the powder compartments of the sealing ship "Viking" off the coast of Newfoundland. The photograph shows the "Viking." It was in the "Viking" that Fridjof Nansen, Norwegian explorer, made his first journey north.

## Ripped Fabric Caused Dirigible Disaster

### Commission Gives Report On Crash Of R-101

London, England.—The disaster to the dirigible, R-101, which stunned the world when it came down in flames on a hillside near Beauvais, France, last October, killing 48 men, has been attributed to mechanical causes, and not to human failure. The report of the Simon Commission, which made a long study of the disaster, and just made public, attributed the disaster mainly to "a substantial loss of gas in very bumpy weather."

The report considered that it was probable that the forepart of the ship's envelope was ripped. "Something of this sort happened on a previous occasion and no amount of care could assure that what would not happen again," the report said, emphasizing the possibility of mechanical failure in dirigibles as at present constructed.

The commission refused to take a position one way or another regarding the effects of the tragedy on the future of lighter-than-air navigation.

## WILL MAINTAIN CLOSE CHECK ON EXPENDITURES

## WORLD WHEAT PARLEY TO BE HELD IN LONDON

Rome, Italy.—Canada House, at London, England, will be the scene of a conference between representatives of wheat exporting countries of the world. The conference will endeavor to reach agreements for the orderly marketing of the next crop. Hon. G. Howard Ferguson, Canadian High Commissioner, will preside.

The conference will meet on May 18, and its activities will be defined only by Mr. Ferguson's resolution, in which the high commissioner moved that the conference suggest the London meeting, at which delegates of countries exporting wheat should meet to organize, on an international basis, the marketing of the next year's crop. The motion also suggested that the United States should be invited to take part in the discussion.

The conference got a free hand to tackle the problem only after a long and strenuous fight recently, in production committee of the world wheat conference. Endeavors were made to circumscribe the activities of the London committee, and to make it, in effect, responsible to the International Institute of Agriculture, under whose auspices the Rome wheat conference was called.

Exporting countries, with Canada leading, strongly opposed any idea of limitations. Mr. Ferguson held the exporters' conference was a distinct, independent organization. "We are subservient to nobody. We are not an adjunct of anybody. We are a distinct conference called to discuss a definite problem," he declared. "We shall welcome any information we can get from here that may help us to reach a successful solution, but we ask the committee not to pass any resolution that, instead of helping, will restrict us."

## Earthquake Takes Heavy Toll

### City Of Managua, In Nicaragua, Is In Ruins

S.S. City of Panama, in Corinth Harbor, Nicaragua.—The City of Managua is in ruins and there are hundreds of bodies, Hoke Palmer, United States Marine Corps aviator, said on his arrival here, after witnessing the results of the earthquake which devastated Managua. The city will still stand, he said.

Palmer came over here from Managua to scrounge up all the medical supplies he could get from this ship and from any other source where they were available.

"The whole town is in ruins," he said. "I don't think there's a building left standing, and there are hundreds of bodies buried."

"The heaviest toll taken was in the penitentiary, which collapsed, and looked as though it had been ground to powder."

"Fire roared through the wreckage, and there was a panic in no time. Martial law was declared immediately."

"The railroad is destroyed, and all the wires are down. You can't get any word outside except by plane to Corinth, and that's possibly by radio."

"When my plane left Managua the marines had the rescue work well under way."

## Wheat Stocks Less

### Visible Wheat Supply Shows Big Decrease Over Last Year

Winnipeg, Man.—Decreasing supply of Canadian visible wheat was down at end of March to 183,489,397 bushels—more than 12,000,000 less than jammed elevators of North America a year ago. According to a report issued by E. A. Ursell, statistician to the Board of Grain Commissioners, stocks declined 2,135,666 bushels during the week ended March 27.

Ocean shipments of Canadian wheat fell off slightly, totalling 2,906,430, as compared with 3,737,809 bushels for the previous week. Notably, the clearance decrease was at United States ports on the Atlantic, where shipments totaled only 977,000 bushels. From Canadian Pacific ports shipments were 1,477,761 bushels. Clearances from Canadian Atlantic ports were 531,669 bushels.

**"Money Awaits Court Ruling**

London, England.—Sums of money which the post office department obtained by opening letters sent from England to Ireland for tickets in the Irish hospital sweepstakes are being held up, pending a ruling by the British home office on what disposition to make of the currency. The sweepstakes is not legal here.

## PROFESSIONAL AND BUSINESS

**Alex M. Morrison**  
Conveyancer  
Fire, Life & Accident Insurance

**R. F. Barnes**  
BARRISTER AND SOLICITOR  
Phone 305 Coleman, Alberta  
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We have in stock for the Retail Trade the following  
Wallpaper, Paints, Brushes,  
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**Harold Snowdon**  
Painting, Paperhanging,  
Decorating  
Wall Papers for Sale  
Phone 166M Coleman

**Summit Lodge**  
NO. 36, A. F. & A. M.  
Regular meetings held first Thursday of each month, at 8 p.m.  
Visiting Brethren cordially invited  
A. E. Graham, W. M.  
Maurice W. Cook, Secretary.

### East Coleman Property Owners Given Clear Title

People wishing to purchase lots in East Coleman will be given a clear title to their property upon payment of same.

W. A. BEEBE  
Blairmore Alberta

**General Draying and Teamng**

Fire Wood for sale

**Plante & Antel**

**Coleman Novelty Store**  
Novelties of all kinds  
School Supplies  
A. E. Knowles

**Local Advertising Rates**

Classified Column per line (count 6 words to line).....12c  
Advertising in local columns per line 16c  
Cards of Thank's, Acknowledgement of Flowers, etc., per line.....12c (count six words to line)  
Display Advertising rate per single column in \$1.00, according to amount of space used, per inch.....30c to 50c

## THE COLEMAN JOURNAL

Published Every Thursday at Coleman, Alberta. H. T. Halliwell, Proprietor  
Membership Canadian Weekly Newspapers Association and Alberta Press Association

THURSDAY, APRIL 9 1931

## NOTES AND COMMENTS

Another musical festival has passed into history, equally as successful as those preceding it. It indicates that young people respond to efforts that are made to promote cultural improvement, and is very encouraging to those who give of their time every year to keep the musical festival very much to the fore.

Automobile accidents are in the majority of instances caused by carelessness. Courtesies of the road are often ignored, and an instance was reported this week to The Journal of people being so thoughtless in the city of Lethbridge that they even cut through a funeral procession.

Fry's Cocoa! Kellogg's Corn Flakes! Wrigley's Chewing Gum! There may be nothing inspirational in these items, but they are names that are household words. What has made them so? The power of advertising! Also they are products which have stood the test of public favor. There has been no "cold-feet" policy in regard to advertising. They have not relied on the public knowing them, and cutting advertising on that account. There are new buyers and consumers born every day, and unless the names and merits of already well-known products are kept persistently before the public, the rising generation are apt to know nothing of them.

A country newspaper publisher is often told on soliciting advertising that the people already know all about the local stores, hence there is not the same necessity to advertise as the big fellows do. The big mail order houses are also well-known, yet twice a year they send in hundreds of profusely illustrated catalogues to each small town. They do not rely on being well-known. They send cut advertising news of interest in its price appeal and descriptive matter. To combat this, a local retailer must publish each week something of interest about his own store. Otherwise he has himself to blame if would-be customers show no interest in what he has to sell. Business is not secured by a waiting and watching policy.

The Federal government has intimated that the prairie air mail service may be discontinued for the present. On some routes it is reported that it cost over \$30 on an average to carry letters. Under such conditions an air service is not warranted. One reason that the air mail has not been used more by business houses in the towns from Lethbridge west is that practically no advantage was to be obtained. The air mail service has not had a fair chance of proving itself, and until there is a try-out of a complete trans-Canada service, it is not fair to judge results. Were it possible to have letters delivered from Crows Nest points to Regina, Winnipeg and other eastern cities direct, it would undoubtedly result in a greater volume of business. This also applies to many important points in the interior of British Columbia.

The frequency with which planes are making trips on this route through the mountain ranges demonstrates that air travel is increasing. This is in the face of handicaps of very few landing fields.

Were more ground facilities provided at frequent intervals on the mountain route, it would give a rapid impetus to passenger flying. People who value time could travel from the interior points to the coast or to Winnipeg in a few hours. Mail would be delivered in less than half the time. The wheels of progress cannot be stopped. The demand for speed in travel and transaction of business must be met, hence the co-operation of railway companies in organizing combined air and rail routes.

Chicago voters gave Big Bill Thompson, former mayor, a remarkable setback when they voted for his opponent, Anton J. Cermak, former immigrant boy, by a majority of 191,916, the biggest on record of any majority vote for a civic candidate, not only in Chicago, but possibly in the entire world. King George should immediately improve in health.

## Here and There

In 1930 a total of 9,272,600 cans of vegetables, exclusive of soups, were packed in Canada, an increase of 3,646,332 cans or 64.8 per cent over the 1929 pack.

"It's a long way to Mool River," crooned alky cockerels on the railway platform at Nanaimo recently. It was their first transfer on a 500-mile journey from Vancouver Island to Mool River, Natal, South Africa.

In figures drawn from the provincial government statistics, it appears that motor accidents at level crossings during 1930 total 1,045.1 per cent of all automobile accidents occurring in the Province of Quebec.

Vanilla cream is a material to improve the consistency of era kernels will not be tolerated in competitive classes of the World's Grain Exhibition and Conference to be held at Regina in 1932, the Canadian Seed Growers Association announces.

About the end of April wheat harvesting will begin in the Canadian Government Experimental Farm at Ottawa—in greenhouses. These have been built to complete two years' research work in one year, as a result, "we are two years ahead in our work," said L. R. Newman, Dominion Cerealist, recently.

Installation by the Canadian Pacific Telegraphs of a new telegraph carrier system between Toronto and Windsor, increasing telephone facilities by four one-way channels, has recently been put into operation. It also provides a Windsor and Walkerville connection with a direct circuit to Montreal over the new carrier system.

Marine history was made when men of the British Royal Academy were commissioned to decorate the interior of the Empress of Britain, 42,000 ton giant of the Canadian Pacific Atlantic fleet which will make her maiden voyage from England to Quebec in May next. Sir John Lavery, Sir Charles Allom, Frank Brangwyn, W. Heath Robinson and Edmund Dulac were some of the artists.

Addressing the combined Board of Trade and Empire Clubs of Toronto recently, Mr. Bertie Lumsden, president of the Canadian Pacific Railway, pointed out that the total tax bill of his railway from incorporation to 1929 had been \$1,000,000,000, while the total value of the original Government contribution to the railway in cash, land and completed sections had been \$91,118,827.

The Strathmore Supply Farm, operated by the Canadian Pacific Railway, was the first five places in Canada for highest milk production in 1930 for 4-year-old cows; three-year-olds took first and third places; and 2-year-olds took first four places in the competition for the second highest milk record. The figures were issued by the Livestock Branch of the Dominion Department of Agriculture. 724

Money saved is as good as money earned, especially in the things you buy every day for the home. Look up the grocery specials of Coleman stores in this paper.



J. Michalsky

Coleman Trading Co. Coleman, Alberta

### McGILLIVRAY CREEK COAL

and COKE CO. LTD.

Shippers of High Grade Bituminous Steam Coal

Head Office and Mines :

COLEMAN ALBERTA

REMINGTON PORTABLE TYPEWRITERS  
Ribbons, Carbon Paper, etc., on sale at The Journal office.

something you may be missing!

—ALBERTA

# BOCK BEER

An invigorating, energy-restoring  
tasty tonic for Springtime

DRAUGHT ONLY. AT GOOD HOTELS

AGENTS FOR THE BREWING INDUSTRY OF ALBERTA

**Distributors Limited**

PHONE 103

COLEMAN

This advertisement is not inserted by the Alberta Liquor Control Board or by the Govt. of the Province of Alberta

## Artificial Lighting Units May Be Used Instead Of Sunlight In The Grading Of Grain

Grading of grain in Canada is done by the natural light of the northern sky. In an effort to overcome the obvious inconveniences of this method, one of which is the difference in light at the various inspection points, and another, the limitation on time, the National Research Council, at the request of the Board of Grain Commissioners, has devised a series of artificial lighting units. E. B. Ramsay, the Chief Grain Commissioner, and J. D. Fraser, the Chief Grain Inspector, have inspected the results of the experiments and two of the most promising units are being shipped to Winnipeg to be tested.

In order to get sufficient uniformity of illumination the lamps are placed in an inspection stall which is boxed so the inspector cannot look directly at the light. The illumination in one of the units to be tested is a combination of direct and indirect lighting uniform over a table space about two feet square. Various combinations of mercury and neon lamps have been studied. To the laymen one of the striking results of the experiments has been the difference in effect which various combinations of the lights used have had in showing up the defects or good qualities of the grain examined.

As a part of the general experiment the spectra of light reflected by various samples of wheat have been measured by means of a recording micrometer. It was found that using light of wave lengths from the far red to about the blue, starchy wheat reflected more light than good, green or fresh wheat, green and foreign wheat, approximately the same, and good wheat less than the others. Light of shorter wave lengths gave different results but the final conclusion reached was that there appeared to be no definite absorption of selective reflection of visible light which would make grading by physical means possible.

Dr. C. D. Rose has been conducting the experiments in the John Street laboratories of the council at Ottawa under the direction of Dr. R. W. Boyle, the director of the Division of Physics. Dr. Rose has been requested to supervise the installation of the lights in Winnipeg.

### Market Must Be Regained

**University Professor Stressess Increased Hog Production In Western Provinces**

Increased hog production in the next few years was prophesied by Prof. J. P. Sackville, of the University of Alberta, in addressing the Saskatchewan Swine Breeders' Association at dinner at the Kitchener Hotel, Regina.

The need for regaining export markets for hogs was stressed by the speaker, E. P. Brocklebank, of the University of Saskatchewan, director of the Boys' and Girls' Swine Club, outlined the plans of this group to ship a carload of hogs to the Royal Fair next winter, in co-operation with the swine breeders. The president of the association, E. F. Richardson, presided at the dinner.

### Source Of Canadian Platinum

All the Canadian platinum and allied metals are obtained from the treatment of the Sudbury nickel-copper matte, with the exception of a few ounces of platinum obtained from the black sands of British Columbia, and a small quantity produced as an impure residue in the refining of gold at Trail, British Columbia.

A man of over eighty claims to have made a gramophone that can be heard distinctly at a distance of a mile. All we can say is that he ought to know better at his time of life.



Rescuer: "You could have helped yourself—if you can swim."

Escued: "Yes, but who can think of that when he is drowning?"

Kasper, Stockholm.

W. N. U. 1884

### Speed Of Light

**Light Airways Travels At A Uniform And Fixed Speed, According To Scientists**

Light travels always at the same speed, according to the finding of a scientist who thus adds fresh proof of the correctness of Professor Einstein's relativity theory in which it is assumed that the velocity of light is absolute. Prof. George Joos, of Jenk University, Germany, claims to have proved the uniformity in the speed of light by the use of a device which he says measures accurately one-thousandth of the length of a light ray.

### Free Medical Services

The travelling health clinics which are in operation in the Province of Alberta, under the direction of the Provincial Government, which visits more remote districts to provide free medical services, visited 27 points last year, including 300 school districts. More than 8,000 children were inspected by public health nurses. More than 3,000 were given dental treatment alone.



(By Annette.)



THE NEW MODE IS JUST AS KIND TO THE CHILDREN AS THE ADULTS.

Any little miss would adore this jumper dress that big sister is wearing at college.

It delights in the fact that it is a simple affair of a group mode. Even to the fabric which is this woolen in a small check pattern in light navy blue and white. The belt is black shiny patent leather.

The all-over pattern is a cotton broadcloth in yellow-beige.

The circular swinging skirt necessarily attracts much attention with the young miss, who so loves to be important in clothes of smart sophistication.

Style No. 187 may be had in sizes 6, 8, 10 and 12 years.

The all-over cotton wool crepe cotton shantung prints, the cotton broadcloth prints, ginghams, tub silks, etc., are suitable and smart fabrics.

For the season of prettiest styles, will soon be here. Prepare now by ordering a copy of our new Fashion Magazine. Attractive styles for women, misses and children. And at reasonable prices.

Price of pattern 25 cents in stamps or coin (coin is preferred). Wrap carefully.

### How To Order Patterns

Address: Winnipeg Newspaper Union, 175 McDermott Ave., Winnipeg

Pattern No. .... Size. ....

Name ..... Town .....

With five miles to and from work to travel each day, and with no means of transportation, Mr. Suter, a retired naval officer, devised this ingenious means of reaching his labor at Cliffe, Kent, England. The "sail-train" or land yacht, is constructed from an old quarry truck chassis and sails, and travels over the rails of the abandoned quarry at a fair rate of speed.

### Jerseys Shipped To Alberta

**Farmers Of Province Said To Be Enthusiastic Over Stock**

Every one is aware of the troubles of the western wheat grower. With the high price of wheat in recent years every one forgot about the dairy cow, but, as usual, even the west has realized at last that there is still need of the dairy cow in their farming operations.

One of the large creamery operators in Alberta, early in 1929, decided they could not do better than to encourage their 22,000 patrons wherever possible to buy Jersey cows and that the creamery would undertake to assist in the purchasing of these same animals.

The company operates in British Columbia and saw there what was best the Jersey was to the community. They even realized this more fully when Phil Fleming, the western Jersey salesman, told them that part of their success in British Columbia was due to the high quality of butter that they produced and also to the fact that with the large globules in Jersey milk there was less waste in churning—that is less butterfat went out in the buttermilk.

Well, to make a long story short, this is what happened in Alberta during the past summer. There has already been shipped into the province 225 head of pure bred Jerseys. Carloads come from all over the Dominion and from the United States. The farmers are very enthusiastic over these Jerseys, which have proven very hardy, gentle cattle, good foragers and best of all very economic producers of butterfat. There is a wonderful market for Jerseys in Alberta which is following along the lines of development, but even more rapidly than that which has taken place in the Maritime Provinces in recent years.

### Possible To Cut Loss

**Chick Mortality Can Be Prevented To Great Extent**

With the complete elimination of pullorum which is definitely possible through strict elimination of reactors in a flock as determined by the blood test, very considerable savings to Canadian farmers and poultrymen in chick losses are assured. Tests carried out over a period of years by the poultry division of the Dominion experimental farms indicate conclusively that complete elimination is possible and that chick mortality from this cause can be similarly decreased. Pullorum alone is responsible for chick losses running into millions of dollars annually, and, to use the words of F. C. Elford, Dominion poultry husbandman, "much if not all of this tremendous loss is preventable."

### Cadmium In Canada

Cadmium, a by-product obtained in the production of zinc, was produced in Canada for the first time at Trail, British Columbia, early in 1928. Considerable quantities of the metal are employed in Canada, chiefly for plating purposes and, because of this use in connection with the radio and automobile industries, the consumption has increased very rapidly.

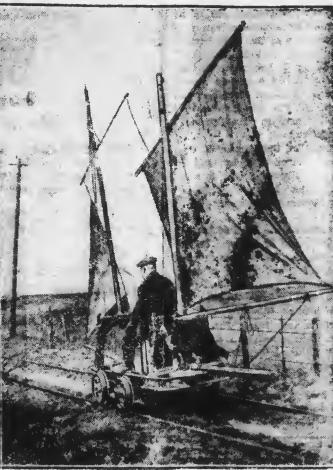
### Arrival Delayed

New Yorker tells the story about a Scotch friend, who hurried home to kiss his wife how she'd like a studio piano, and when she admitted it would certainly give tone to their drawing room, and questioned him as to when it would arrive, admitted that he wasn't quite sure because he had only purchased a ticket for it a few hours before and that the rame wouldn't take place for another week.

"What shall I wear for my screen test?"

"How about a filmy dress?"

### UNIQUE MODE OF TRAVEL



With five miles to and from work to travel each day, and with no means of transportation, Mr. Suter, a retired naval officer, devised this ingenious means of reaching his labor at Cliffe, Kent, England. The "sail-train" or land yacht, is constructed from an old quarry truck chassis and sails, and travels over the rails of the abandoned quarry at a fair rate of speed.

## War-Time Pilots Have Plan For Establishment Of a Royal Canadian Air Force Reserve

### Two Most Important Factors

**Regularity and Quiet Necessary In Feeding Of Livestock**

An authority on the feeding and fattening of livestock has pointed out that the two most important factors in the feeding of livestock, outside of the actual feed, are regularity and quiet. He might have also added that these two factors, particularly the former, are two of the most neglected.

There is a certain temperament to a group of steers which are being fed, and there are two important ways in which it can be upset. The most serious is an irregular system of feeding which keeps the animals standing and restless for an unusual length of time and which cuts down the amount of feed available for turning into fat. The same thing occurs when the feeder neglects common precautions of quiet and order in handling and working around the cattle.

These are considered small matters by many feeders, and other neglects in connection with the stock may tend to mask their importance. The fact remains that they are important and are not overlooked by the man who has the most pride in his cattle or in his ability to make them pay dividends even in the face of low prices.

### BETTY BARCLAY'S HELPFUL HINTS



Today Betty Says:

Unless we get sufficient vitamin "C" each day, tooth decay is very likely to set in. One prominent authority, Dr. Milton Theodore Hanke, of the University of Chicago, recommends a full pint of orange juice daily with the juice of a lemon added, as the proper daily amount of Vitamin "C" necessary to check dental decay. It's easy enough to make children take this kind of medicine." To them, such a drink is a luxury at any time of the day.

When following recipes, make your teaspoons and tablespoons level unless otherwise specified. Those who fail to do this cannot blame the recipe if anything goes wrong.

### When the Current Goes Off

**Everything Stops In The Highly Electrified Age**

It makes us laugh, with a hearty old laugh, to see how completely our homes go to pieces nowadays when anything happens to the electric current. It used to be that when a storm broke down the electric wires, the only thing that happened was that the light went out. Now, when the light goes out, everything else quits too. There is no ice in the icebox, no music in the piano, no coffee in the percolator, no dialogue in the radio, no toast in the toaster; the vacuum cleaner stands silent in the corner. Sister can't curl her hair; Brother's toy train stop running, the bed-warmer doesn't work, and the orange-squeezer stops squeezing right in the middle of an orange. It's just a question of gathering around a log fire and marking time till the storm abates.

"Mr." and "Mrs." The titles "Mr." and "Mrs." now common property, were not always so freely bestowed. In the seventeenth century only such persons as ministers and physicians and their wives prefixed these titles to their names. The title for those above the rank of servant but below that of gentlefolk was "Goodman" or "Goodwife."

"I waited twenty years for my wife," writes a correspondent.

That'll teach him not to go shopping with her again.

Efforts will be made to establish a Royal Canadian Air Force Reserve following discussion at the first reunion dinner of the Canadian War-time Pilots and Observers' Association held at Ottawa. Under the scheme senior officers who served overseas will be enabled to continue flying and through that medium increase public enthusiasm in air transportation.

Friendships were renewed and bonds of service recalled at the gathering of pilots. It was decided to make the dinner an annual affair and it will be held in Montreal next year.

Suggestion that Rockcliffe Field, Ottawa, be named "Baker Field," after the distinguished Canadian aviator, Lt.-Col. W. G. Barker, V.C., who was killed in an airplane accident there some months ago, came from J. A. D. McCurdy, of Montreal, first Canadian to fly a plane. He also suggested St. Hubert aerodrome, Montreal, be renamed "Bishop Field" after Col. W. A. Bishop, V.C., famous war ace, who was the guest of honor.

Besides Mr. McCurdy and Col. Bishop, Hon. D. M. Sutherland, Minister of National Defence; Major-General J. H. MacBrien, president of the Aviation League of Canada, and Major-General A. G. L. McCaughey, chief of staff, were among the speakers.

Seeking to increase enthusiasm for gliding, Aviation League of Canada adopted a motion requesting the Department of National Defence to establish a curriculum of training for glider-flying. Accident was responsible for holding down the popularity of gliding in the Dominion, speakers held. It was suggested the defence department might supervise designs for gliders to be used in this country.

Close co-operation between the league and the Canadian Flying Clubs Association will be maintained. It was decided as an agency for the development of Canadian aeronautics. It was decided that the national aircraft model contest which proved a success in 1929, should be repeated that year. Venue and date for the contest will be set later.

### Needed Better Treatment

**Indian Medicine Man Lost Faith In Drum Beating**

Out in Kislopx, B.C., lives an Indian medicine man who is not at all sure about his own medicine, according to a letter received at United Church Home Missions offices in Toronto, from Miss Menzies, field matron, who does district nursing on the Kislopx reserve.

In her letter Miss Menzies says the medicine man called upon her for attention. Previously he had always refused her offers of aid. When she asked the patient why he did not beat the drum for himself and take his own medicine, he replied: "Sometimes drum straight. Sometimes medicine alright. But me sick."

### Cadmium In Canada

Cadmium, a by-product obtained in the production of zinc, was produced in Canada for the first time at Trail, British Columbia, early in 1928. Considerable quantities of the metal are employed in Canada, chiefly for plating purposes and because of this use in connection with the radio and automobile industries, the consumption has increased very rapidly.

### A Good Opportunity

The farm boys and girls who took special agricultural courses during the winter will find ample scope on the home farm to try out their recently acquired knowledge. The problems were never bigger and the need of accurate information was never greater than now, says the Farmers' Advocate.

A study of the causes of heart disease has been started by New York State health officials.



"You seem sad—have you lost anybody?"

"Quite the opposite—I have just had triplets."—Moustique, Charleroi.

## Which Would Do Most Work?



**Long Hair** Leave it on and your horses sweat excessively and all night this cold wet blanket of long hair chills them and prevents their rest. Horses in mud down country are easy prey to colds, pneumonia and other ills.

**New Stewart CLIPMASTER** an electric clipper for clipping horses and cows, weighs only 3½ lbs. and easily held in hand like a hair clipper. It runs on 110 volt power and has 25 ft. extension cord, special universal motor. Price, complete, only \$28.75.

Flexible Shaft Co. Limited Fatory and Office: 349 Carlow Ave., Toronto

## SUNDAY SCHOOL LESSON

APRIL 12

## THE PRODIGAL SON

**Golden Text:** "There is joy in the presence of the angels of God over one sinner that repentedeth."—Luke 15. 10.

Lesson: Luke 15.

Original Reading: Isaiah 51. 2, 6-11.

## Explanations and Comments

The Parable Of The Prodigal Son; the Son Sinning and In Want, verses 11-16.—As we first see the prodigal son, he is a picture of supreme selfishness. He has squandered his inheritance, his portion of his property that would legally be his, and upon receiving it he betakes himself to the end. It may be that from the houseposts for all the world to hear, or advertised in every word and act of our life. The whole cry of senseless living is given me, O man! Never mind what it costs of the finer things—the love, the honor, the joy of a clear soul, the love of others. "Give me the portion of goods that falter to me."

James Reid.—How far will selfishness carry one if he follows it to the end? If he carries it to the end, he will end up in the far country the wayward boy has in his reckless fling. He becomes a spendthrift and a reprobate—he wastes his inheritance with riotous living. He loses his fine clothes, his friends, his good food, his good garments, and at last he comes to a field and the company of swine. Even the swine gods of the carob tree given the swine are welcomed as food, for he is in sore want.

Rotlous living may have for us no lure, but we may be guilty, nevertheless, of a number of other portions of it youth, talents, education, time, opportunity, life.

The Son Coming To Himself, verses 17-19.—The Son's great picture of the Prodigal Son in Tate Gallery, London, England, W. L. Watson said: "It is a masterpiece. The prodigal son, himself, is a very noble figure, though poor, for the swine they are simply scandalous, and diabolical beasts." But what struck me most of all is that the greatest painter in a few dabs of red. That he is the same in the work cartoon Swan has painted in a few dabs of red. There is a bright spot in the dark picture of the parable, the prodigal "comes to himself."

The Return Of The Prodigal Son, Forgiveness, verses 20-24.—The prodigal immediately carries out his high resolve. He returns in rags and tatters, a gaunt and unkempt vagabond.

"It is often a long journey from a resolution to its realization. The journey is frequently so long that it is never completed, and the resolve remains a reality. This is true because in so many cases a good resolution has nothing to back it up except a tainted life, and a weakened will. In the will of the prodigal there was still life and power."

We can picture him as he travels the long weary stretches back to his home, and reflect on the mind that appealed to propose to make a home. Will his father receive him? He has ventured on no greater hope than to be received as a servant. But his father's love is far larger than his dreams. While he is yet far from home, his son is him and is moved with compassion; he runs to meet and kiss him.

"Yet a great way off he saw me, ran to kiss me as I came in. All was my father loved me, loved me in my sin and shame."—Tersteegen.

## Discounts Russian Wheat Menace

Predicts That Within Five Years There Will Be a World Clamor For Wheat

The dark shadow of Russia on the wheat marketing picture will vanish gradually.

Within five years, there will be a world clamor for Alberta wheat.

Such were two of the main points in an optimistic address, delivered by Premier J. E. Brownlee, at the annual banquet of the Alberta Association of Professional Engineers in Edmonton. At the time he was replying to the toast to "The Province of Alberta."

Declaring that Russia was at the lowest point on which human life survived, Mr. Brownlee said it was evident that the country would move to higher standards of living.

Price to book 15 cents.

Price to book 15 cents in stamps or coin (coin is preferred). Wrap coin carefully.

## How To Order Patterns

Address: Winnipeg Newspaper Union, 175 McDermot Ave., Winnipeg

Pattern No. .... Size. ....

Name ..... Town. ....

Under a law of 1787 James McGee was fined \$50 at Cushingdale, Ireland, recently, for shooting game on Sunday.

"My brother is very intelligent. He has married a teacher."

"My brother is more intelligent. He isn't married at all."

Wife: "Why are you sad?"

Financier: "I've lost £1,000, and £5 was mine."—Buen Humor, Madrid.

W. N. U. 1884

## Spasmodic Croup Quickly Checked

Often with one application Just rub Vicks over throat and chest

**VICKS**  
21 VAPORUM  
OVER 15 MILLION JARS USED YEARLY

## Queer Place For Chapel

Four Bridges In England Have Church On Them

Wakefield's historic bridge over the River Calder—one of the four bridges in England to have a chantry chapel built upon it—is to be relieved of much of its traffic by the erection of a new bridge near by.

Such a bridge has long been suggested, since the present one is much too narrow to accommodate the heavy stream of traffic flowing between Leeds and Sheffield. The present bridge is to remain with its famous chapel in its historic position. The chapel has been used as a bacon factory, an old clothes shop, a library, a dairy, a corn factor's office, a jail and, since its restoration in 1812, as a church.

## Delegation May Bring Better Trade Relations

Increased Business With Argentine May Result From Visit

The visit of the Canadian trade delegation has aroused the press of Buenos Aires to comment very favorably on the prospects of closer trade relations between the two countries.

It has even been suggested that negotiations be initiated for a mutual understanding between the Argentine and Canada on the all-important question of marketing wheat. Both countries, it is pointed out, would greatly benefit by such a move, although a basis of any such agreement has not yet been suggested.

Cordial discussions took place over a week-end between members of the Canadian delegation and representatives of the Argentine Government. Arising out of these discussions, it is confidently anticipated more profitable future business will result for both countries.

## This Motorist Was Lucky

Train Smashed Car But Driver Escaped With Minor Injuries

Motorists who race locomotives to grade crossings seem to be blessed sometimes with an amazing good fortune. The driver of an automobile in the Southern States, recently was hit amidships by a yard engine. His life was saved by little short of a miracle. The locomotive crushed the wheels of his automobile, the chassis of the car dropped to the railroad tracks, and the automobile and driver were pulled along the track at a good rate of speed for more than 300 feet. The car was equipped with minor parts and bushes. He collected the spare parts of his automobile, and aided by the railroad wrecking crew managed to get his smashed motor car to a vacant lot.

## British Wholesale Society

May Establish Packing Plant In Western Canada

The Toronto Globe publishes the following dispatch from Ottawa:

"Representatives of the Co-operative Wholesale Society, with headquarters at Manchester and hundreds of stores throughout England, had a conference with Hon. Robert Laird, Minister of Agriculture. It is understood the 'Co-Op,' as it is popularly known in Britain, is contemplating establishment in Canada. The visitors also are looking over the ground to see what they can purchase from the country in the way of food products.

"Their packing plant may be established in western Canada. H. S. Arkell, superintendent, and J. M. King, secretary of the Canadian Livestock Co-operatives, accompanied them."

## Wear On Shoes

The U.S. Bureau of Standards in Washington, D.C., has a walking machine for testing the life of shoe leather.

In 24 hours the machine gives the equivalent of several months of wear to a pair of shoes, while observers study the reaction of the leather to the severe strain of the test.

Some grades of silk have been cheaper in London recently than they have been for 100 years.

In a recent month Norway exported 18,800 tons of fish.

The milky way of the heavens is said to contain approximately 30,000 million fixed stars.

## Canada's Fresh Water Area

More than half the fresh water of the globe is contained in inland waters of Canada and twenty different varieties of food fishes are obtained from them in abundance each year. Inland commercial fishing is carried on in six provinces and in the Yukon Territory.

Morocco plans to develop its coal and iron ore resources.

## RASHES VANISH QUICK

"My face was covered with itching rashes. One application of 'Soother' removed them all. It cleared my skin."—Mrs. C. B. H. H. "Get 'Soother-Salve' today. All druggists."

## BLACKHEADS

Don't suffer longer from these unsightly blemishes. Overcome them at home! Get 2 oz. Peroxide Powder from your druggist. Sprinkle a little of the face cloth, apply with a circular motion and the blackheads will be all WASHED AWAY. Satisfaction or money returned.

## Free Port Motion Defeated

## Amendment To Safeguard Western Agriculture Passed By Alberta

Side-tracked in favor of an amendment proposed by George MacLachlan, U.P.A. member for Pembina, more directly concerned with "safe-guarding" western agricultural interests, than with the original motion, the resolution proposed by W. R. Howson, Liberal member for Edmonton, urging that Port Churchill be made a free port of entry for British goods for bona fide consumption in Alberta, met a dreary fate in the Alberta legislature.

Mr. MacLachlan's amendment, which was substituted for another amendment proposed by Col. F. C. Jamieson, Conservative member for Edmonton, read:

"That this assembly hereby affirms its support of all efforts to encourage reciprocal trade between Great Britain and Canada and to the substantial extension of the British preference to encourage such trade;

"That pending a general substantial revision downwards of all tariff, the assembly recommends to the Dominion government that the agricultural interests of western Canada be placed on parity with other industries of Canada either by stabilization of prices or by careful examination of the incidence of the tariff schedule in order to assure that the economic interest of the farmers of western Canada be adequately and justly safeguarded."

## Unemployment Relief

## Impossible For County To Continue Present System Indefinitely

In the country going to continue indefinitely the existing wasteful and uncooperative system of relief? At present there is no relief to assume that the percentage of unemployment next winter will be any less. The country, the provinces and the cities cannot continue indefinitely spending millions of dollars in direct relief or in public works that are unproductive. A more business-like system will have to be devised for looking after men out of work, and the time to prepare for next winter is now. It may be some years before the problem of unemployment disappears and a more practical method of solving it will have to be evolved.—Calgary Herald.

## Make Your Windows Pay

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This unbreakable glass substitute is light and flexible, easy to cut and fit, will withstand extreme changes in temperature, keeps out cold and wet, but allows the full sunlight to enter, including the health-giving Ultra-Violet Rays, which do not penetrate ordinary glass.



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## NEW PROCESS

## Alabastine

## THE DUSTY HIGHWAY

BY CHRISTINE WHITING PARMENTER

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## CHAPTER XIV.—Continued.

"Shall we go straight home, or would you like to ride for a few miles? It's a splendid day!"

"How polite and considerate we are all of a sudden! It's a long time since you've asked me to ride with you, my deary."

Her tone was sarcastic, but Halliday refused to take offense, though he did not speak till they had left the town behind and entered a stretch of road that led through the pine woods. "He drew a deep breath, then stopped the car.

"Aren't these pines wonderful? I wish we had a lunch, and could stay all day. Would you like to get out and follow that path a way?"

"I certainly should not, in these shoes. They pinch like anything. I never was one to enjoy prowling in the woods, you know."

"There was a time," he began, when an impatient gesture she interrupted:

"Oh, then! What do you expect of a girl at a time like that? I was merely following your lead—doing the thing I knew would attract you. Did you expect me to keep it up? I can't see that you've continued trying to please me as you did in those days."

"What about this last week?"

He spoke evenly, and she flushed.

"I suppose that's a criticism of my friends. You always do criticize them. I'll have you know that the Myers are worth cultivating. They've got money to burn—all wells in Oklahoma. They have a magnificent place in Pasadena, and have asked me to visit them next winter, but because they don't happen to like the things that you like, I can see that you scorn them."

"Angels," said her husband quietly, "do you enjoy these scenes you so often thrust upon us?"

She giggled and said: "So the fault is always mine?"

"I'm afraid it is, my dear, for when I unwittingly arouse your anger I am sorry."

"Unwittingly? There've been times

when you've goaded me to it!"

"I know. I'm sometimes hateful; but I'm trying to do better. Won't you help?"

She looked at him, puzzled.

"What do you want to get out of me?" she asked.

He sighed, and would have started the car but she stopped him.

"Look here—if it's about having that child come back to the house you can save your breath. We'll settle it here and now. I hate to look at her. It reminds me of that awful ride in the rain, and how terrible she looked lying across my lap in those dirty, blood-stained clothes. Why her ears weren't even clean, nor her finger nails! I can't forget it. I wouldn't touch her for a hundred dollars."

It was ridiculous her bringing him back. As far as your sending her to the Hasteens, I should think you'd be nothing further to say."

He opened the throttle and turned the car toward home.

(To Be Continued.)

## New Cure for Cold

Scientists To Make Further Tests Of Effects Of Vitamin "A" On Human Body

New field for study of the common cold may be opened through further tests of effects of vitamin "A" on the human body, the American College of Physicians was told at Baltimore.

Dr. E. V. McCollum, of Johns Hopkins University school of hygiene, said persons not receiving sufficient vitamin "A" in their diet have discharges from their nose and sinus passages similar to the discharges on the latter stages of the common cold.

Vitamin "A" is found in egg-yolk, milk, cod liver oil and vegetables, such as lettuce.

## Alberta Coal Operators

Meeting Is Held To Form An Organized Marketing Body

A recent meeting of coal operators of the Province of Alberta, representing 47 per cent of the mines, and 68 per cent of the tonnage of domestic coal, an organized marketing body was formed bearing the name of the Alberta Domestic Coal Operators' Association, with C. Cook, of Drumheller, as president, W. W. McBain as vice-president, and C. G. Durham as secretary-treasurer.

For years Mother Graves' Worm Exterminator has ranked as a reliable worm preparation and it always maintains its reputation.

## What Canada Is Looking For

No better news could possibly be given out in Canada than the warm promises to bring a higher price. Once the purchasing power of the agriculturists of Canada is substantially increased an improvement will take place immediately in the general business situation throughout the country.

"I had thought of that," Halliday admitted.

"Do you realize what you are saying? You adopt her legally, and at your death she gets the better part of your estate. Do you call that fair—a mere State ward who comes from the very dregs of the earth?"

All the old cynicism was back in Halliday's face as he replied: "There is no reason to count on my early death, my dear. I come, perhaps unfortunately, of long-lived stock."

"Well, I have told you to choose. If the child comes, I go. That's all."

"No," said Halliday sternly, "that is not all!" He faced her, and instinctively she moved away, as if in fear that his words might hurt her physically. "The child is coming—and you are not going. You will not go because, when you think it over, you will see that by doing so you will gain nothing, and lose much. The name of Halliday shall remain unstained. I did not give it to you lightly, and you shall not cast it aside. Where would you stand in a divorce court should you tell the things I could tell? Answer me that."

Her face grew white.

"Yu—you—you wouldn't dare."

"I'm no coward, Angels."

"Always—unless my wife makes it impossible."

"She, she does."

"In what way?"

"You can choose between us—that's all."

"You don't mean that, Angels."

"I never meant anything more. Why, you'll be adopting her legally next!"

"I had thought of that," Halliday added.

"Do you realize what you are saying? You adopt her legally, and at your death she gets the better part of your estate. Do you call that fair—a mere State ward who comes from the very dregs of the earth?"

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"I'm no coward, Angels."

Just a drop or two of Putnam's Corn Extract, and the pain goes away. Relief is almost instantaneous. Removing corns with "Putnam's" is so easy, so sure, so painless—that's why it's the most wonderful remedy, and say it is the best. Don't suffer any longer, use Putnam's Corn Extract, the one sure relief for sore corns. Sold at every drug store, 35c.

An inspector was examining a class of pupils.

"Tell me, children, what is wind?" he began.

There was silence for a moment, then a little boy stood up.

"Please, sit, sir, in a hurry."

When in a pickle act as cool as a cucumber,

The Journal, Coleman, Alberta.

PUTNAM'S

**Personal and Local**

Mrs. H. C. McBurney spent a few days with friends in Calgary.

Miss Margaret and Miss Ethel Dunlop spent Easter in Lethbridge.

The Badminton club will hold a dance in the Grand Union hotel.

Ruth Morrison is home from college at Victoria for the Easter vacation.

Our doubts are traitors and make us lose the good we oft might win by fearing to attempt — Shakespeare.

Miss Edna Fairhurst spent the Easter holidays visiting her sister Hilda, at Lethbridge.

Arthur Kirkby spent the Easter holidays visiting his parent's home in Calgary.

Mrs. Arthur Graham came down from Calgary to spend Easter holidays here.

Over three million already sold—Star dollar books. A library of best sellers within the reach of all. See them at H. C. McBurney's drug store.

Wyndham Jones and Everett Price are home from Calgary to spend the Easter holidays.

Verna MacDonald was a Lethbridge visitor during the Easter holidays.

Mr. and Mrs. R. G. Powell of Calgary and their little son spent Easter holidays with Mr. Powell's parents.

Winnifred Dunlop came home from Lethbridge to spend the Easter holidays with her mother, Mrs. R. M. Dunlop.

Several hiking parties under the guidance of Rev. A. E. Larke have this week taken advantage of the school holidays.

Oscar Kubin, who has been at Lacombe for some time with Charlie Graham, is now here assisting George Graham in the spring paint up campaign.

Mr. and Mrs. Walter S. Purvis made a brief visit in town on Saturday, on their way from North Bend, Oregon, to Calgary. It is reported that Mr. Purvis will go on the sales staff of International Coal Co.

To day is the 14th anniversary of VIMY RIDGE.

Mrs. H. V. Hummel and infant son returned on Friday from Kimberley, accompanied by her mother, Mrs. J. H. Warren, who will stay for a short visit.

Mr. and Mrs. Hurdman McLeod left Monday for Winnipeg, being driven to Lethbridge by J. A. McDonald, of the Empire hotel, where they embarked on the mail plane for the city, which they reached on Tuesday morning.

Miss Margaret Robinson and her son, Mrs. W. W. Robinson, left Wednesday morning for Calgary. Miss Robinson will spend a few days in the city before returning to Coleman.

Emanuel Meren, aged 1 year, 10 months and five days, of West Coleman, died of pneumonia on April 2. The funeral was held on April 3. Lebara in Catholic church at 1:30.

Mrs. J. Fisher and daughters, Helen and Pearl, of Spring Point, and Mrs. C. Altham and daughter, Betty, of Macleod, were the guests of Mr. and Mrs. T. Holstead for a few days this week.

A. Dewar offers to fly his pigeons against any in Coleman, so member of the homing club reports. This is not official. W. Roughhead lost a prize bird, which originally came from Vancouver. It probably took flight for the coast where it is warmer.

Among those from a distance who attended the funeral of Davie McLeod were Mr. and Mrs. Mike Murphy of Medicine Hat, Robert Livett and Angus J. Morrison of Calgary, Fraser McLeod of Cadomin, and Dave's brother Fraser McLeod of Edmonton.

Mrs. Kilgannon left this week to visit her daughter Mary in Los Angeles and expects to be away for three months. Her daughter, Kathleen, now in the Bank of Commerce at Lomond, accompanied her and will spend three weeks vacationing friends in the States.

S. McDowell of the government telephones, Blairmore, was a pall-bearer at the funeral of George Scott, who was killed last Saturday at Alderson while unloading poles for the telephone department. His parents lived at Lethbridge for over 40 years. The funeral was one of the largest seen in the city. Mr. McDowell remarked that at intersections some auto drivers showed a deplorable lack of respect by cutting through the funeral procession.

The annual meeting of Coleman tennis club was held in the council chamber on Monday night thirteen members present. Officers elected were Geo. Kellogg, hon. president; O. E. Whiteside, hon. vice-president; Luke Lindos, president; A. F. Short, secretary treasurer. A general discussion on finances was the principal item of business. R. Barnes is convenor of the annual tournament committee.

of Eastern Star, Mr. and Mrs. John Jackson and family, Mr. and Mrs. Harry W. Clarke and Hubert, Mr. and Mrs. J. A. McLeod and family, Mr. and Mrs. George Pattinson, Bobbie and Jean; Mr. and Mrs. Wm. Bell, Max and Margaret; Mr. and Mrs. Scott Campbell and family, Mr. and Mrs. Charles Nicholas and family, Coleman High School Staff and Students, Mr. and Mrs. Jack McDonald and family, Mr. and Mrs. H. S. McDonald, Jean and Pearl; Boys of the McGillivray Tipple, Mr. and Mrs. A. F. Short and family, Mr. and Mrs. George Kellock and family, Mr. and Mrs. M. W. Cooke and family, Mr. and Mrs. James Allan and family, Mr. and Mrs. J. O. C. McDonald and family, Mr. and Mrs. Gordon McDonald, Mr. and Mrs. Roddy McLeod and family, Mr. and Mrs. W. L. Rippon and family, St. Paul's Church Missionary Society, The Palace Theatre, Miss Phyllis Shone, Mr. and Mrs. Thomas Higginbotham and family, Joe Janotak, Miss A. Yuill, Mr. and Mrs. Robert Evans, Mr. and Mrs. A. M. Morrison and Ruth, Mr. and Mrs. E. McDonald (Blairmore), Hillview Chapter, R.A.M. (Hillcrest), Al Azlar Temple (Calgary), Mr. and Mrs. Gordon Steeves (Blairmore), Mr. and Mrs. J. S. D'Appolonia, Mr. Dan Lewis (Blairmore), Mr. and Mrs. Wm. Hogan and children, Mr. and Mrs. H. S. Hymers (Winnipeg), Mr. and Mrs. E. D. Conger (Mercoal), Mrs. Ferguson and Joy, Mr. and Mrs. Tim Murphy (Blairmore), Mr. and Mrs. S. A. Williams, Margaret and Jack (Nelson, B.C.), Mr. and Mrs. W. R. McDonald and family (South Sloane, B.C.), Mr. and Mrs. C. J. Tompkins and family (Blairmore), Mr. and Mrs. James Cardle and family (Maple Leaf), Mr. and Mrs. Youngberg and family (Maple Leaf), Mr. and Mrs. Alex. Cameron (Blairmore), Mr. and Mrs. Angus Morrison (Calgary). Also letters of sympathy from the following: Mrs. Fairfull and Peggy (Calgary), Mr. and Mrs. John Kapteyn (Mercoal), Mr. and Mrs. Kinnead and family (Calgary), Mr. and Mrs. Moses Johnson and family (Blairmore), Mr. and Mrs. J. Asbridge and family, Coleman Missionary Society, Mr. and Mrs. A. Cornell, Helen and Melville; Mr. and Mrs. Alan J. Brown, Mr. and Mrs. D. Hoyle and family, Mr. and Mrs. Thomas Flynn and family, Miss Betty Sifton (Calgary), Miss Gladys Cohen (Winnipeg), Miss Audrey M. Howe (Mercoal), Mr. Thomas Hill (Mercoal), Mr. and Mrs. Fred Donkin and family (Calgary).

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Choice Cut  
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Mr. and Mrs. Thomas Hewitt and family (Frank), Mr. and Mrs. Mike Murphy (Medicine Hat), Mr. and Mrs. W. R. Godfrey, the Graham Family, Mr. and Mrs. H. C. McBurney, Mrs. W. G. Fraser, Mr. and Mrs. N. Burnside and family, Mr. and Mrs. M. J. McGrath, Mr. and Mrs. C. W. MacKinnon and Grace, Mr. and Mrs. A. G. Guarard and Fred, Dr. R. K. and Mrs. Lillie (Blairmore), Mrs. L. E. Lillie (Creston, B.C.), Summit Lodge No. 80, A.F. & A.M., Mr. and Mrs. Arthur E. Graham and Jackie, Mr. and Mrs. Jack C. Richards and Sonny, Mr. and Mrs. A. B. Westworth, The Family, Grandad and Granzy, Mr. and Mrs. Havelock Hurbert, Minerva Chapter of the Order

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No matter how expert a driver you may be, McLaughlin-Buick's Silent Syncro-Mesh transmission enables you to shift gears more quickly, more easily and more quietly, for the gears will not clash. Driving is safer, too, for when the need arises you can shift from high to second gear instantly. As a feature of all McLaughlin-Buick Straight Eights, the Silent Syncro-Mesh transmission is making better drivers of fine-car owners—of more than 50 out of every 100 motorists who buy eightes in McLaughlin-Buick's price range.\*

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